

Implementing Menu Nudges to Reduce Meat Consumption In a Real-World Restaurant Setting

Billy Nicholles¹, Charlotte Flores¹,
Rashmit Arora² & Chris Bryant¹

¹ Bryant Research, London, WC2H 9JQ

² Gracias Granny, Maharashtra, India, 400706

Executive Summary

The ethical and environmental impacts of animal product consumption are serious and significant, and have been well documented. With animal-based food responsible for at least 20% of anthropogenic greenhouse gas emissions, a societal reduction in animal product consumption is an environmental imperative. However, individuals are not currently reducing their animal product consumption in a manner proportionate to the threats animal agriculture presents.

Modifications in the choice architecture of food-service outlets present an opportunity to encourage, or nudge, consumers to make plant-forward choices. Here, we test the efficacy of a range of nudges in a real-world setting. We find that descriptive nudges which improve the sensory appeal of plant-based meals, and promotional nudges which include plant-based meals in discounts or deals, are particularly effective.

Descriptive nudges in the takeaway menu increased the proportion of plant-based meals chosen by 9 percentage points, a statistically significant increase ($p=0.01$). With a free churro promotional nudge, the proportion of customers selecting the plant based alternatives was significantly higher for both chicken ($p=0.01$) and paneer ($p<0.01$). However, with a messaging nudge on the environmental impact of plant-based eating, the proportion of those selecting plant-based alternatives was significantly lower for both chicken ($p=0.04$) and paneer ($p=0.01$). These findings add to an increasing body of evidence in favor of implementing simple, cost-effective nudges to encourage plant-forward consumption habits.

Contents

1. Background	4
2. Methods	7
2.1. Procedure	7
2.2. Materials	8
2.3. Analysis	12
3. Results	13
3.1. Overall: Plant-based vs animal-based orders	13
3.2. Dine-In Interventions	14
3.3. Takeaway Intervention	15
3.4. Burrito of the Day Intervention	16
3.5. Taco Tuesday Intervention	17
4. Discussion	18
5. Conclusion and Future Directions	20
6. Appendices	21

1. Background

Reducing animal product consumption globally is an environmental and ethical imperative. While most solutions focus on the supply chain of animal agriculture, demand-side interventions aimed at reducing consumption of animal products deserve greater attention. Arguably, such interventions could address the problem at its core, since supply responds to demand. In this paper, we explore the effects of demand-side interventions on reducing animal product consumption in a real-world scenario.

The interventions were carried out in a food service institution – Gracias Granny. Gracias Granny is a plant-forward Mexican restaurant in Navi Mumbai, India. The restaurant is well-placed to provide a testing ground for gauging the efficacy of consumer psychological nudges¹. Previous studies assessing the efficacy of plant-based nudges in real world settings tend to focus on high-income, western settings. In contrast, this study focuses on a restaurant situated in a rapidly developing country with growing demand for meat and dairy products. These findings are particularly relevant and novel as they explore consumer purchasing habits in a country of key importance for the future of meat and dairy consumption.

In promoting dietary change, nudges have been used as behavioral tools to reduce animal product consumption. Unlike financial incentives or regulatory changes, these interventions influence consumer choices by subtly adjusting the decision-making environment without imposing restrictions or significant costs. The literature is rich with examples of successful nudges which reduce animal product consumption, and such interventions could be implemented in public food outlets and/or incentivized in other contexts².

Policies that nudge consumers towards meat reduction are growing in popularity, and seem to be effective. A study by Sodexo – one of the world's largest foodservice providers – found that simply implementing plant-based options as the default meal in university canteens led to a 51

¹ Thaler, R. H., & Sunstein, C. R. (2008). *Nudge: Improving decisions about health, wealth, and happiness*. Yale University Press.

² Bianchi, F., Dorsel, C., Garnett, E., Aveyard, P., & Jebb, S. A. (2018). Interventions targeting conscious determinants of human behaviour to reduce the demand for meat: a systematic review with qualitative comparative analysis. *International Journal of Behavioral Nutrition and Physical Activity*, 15, 1-25.

percentage point increase in students choosing a plant-based meal³. Moreover, students were also significantly more likely to express satisfaction with plant-based meals on days when they were the default. This suggests that these simple changes not only serve to reduce meat consumption, they also serve to improve student satisfaction with plant-based meals and normalise plant-based eating beyond university canteens. Other examples of successful choice architecture modifications are also available⁴.

In this project, we test a variety of nudging techniques to gauge their effectiveness. These measures include language changes on menus, default plant-based options, plant-based promotions, and increased advertising of PB options. The effectiveness of nudges in promoting plant-based eating is an underexplored area of research. That said, some of the techniques we use in this project have documented evidence to support their efficacy.

For example, evidence suggests that altering the way meat- and plant-based products are described can drive change. Bacon, Wise, Attwood and Vennard (2019) recorded a significant increase in selection of meat-free sausages when they were labelled 'Field-gown', 'Garden', or 'Cumberland-spiced' rather than 'Vegetarian' or 'Plant based'⁵. Similarly, Kunst and Hohle (2016) found that selection of meat options decreased significantly when they were labelled as 'cow' or 'pig' rather than 'beef' or 'pork' respectively⁶. These studies demonstrate that, in both meat and plant-based items, changing product descriptions may have more impact on food choice than information provision per se.

Selection of meat-free dishes can also be increased by altering the way they are presented on menus. Kurz (2018) found that positioning vegetarian options first and highlighting them on a menu increased selection of vegetarian dishes by an average of 6 percentage points in

³ Food for Climate League (2023, May). Serving Up Plants By Default. Available at https://betterfoodfoundation.org/wp-content/uploads/2023/05/Exec-Summary_Serving-Up-Plants-by-Default.pdf

⁴ World Resources Institute (ND). Better Buying Lab. Available at: <https://www.wri.org/initiatives/better-buying-lab>

⁵ Bacon, L., Wise, J., Attwood, S., & Vennard, D. (2019). The language of sustainable diets: A field study exploring the impact of renaming vegetarian dishes on UK cafe menus.

⁶ Kunst, J. R., & Hohle, S. M. (2016). Meat eaters by dissociation: How we present, prepare and talk about meat increases willingness to eat meat by reducing empathy and disgust. *Appetite*, 105, 758-774.

cafeterias at Swedish universities⁷. Similarly, research has demonstrated that selection of vegetarian dishes can be increased simply by increasing the proportion of them on offer. Garnett et al. (2019) found through observational and experimental studies that doubling the proportion of meat-free meals on menus was associated with a 41-79% increase in sales of vegetarian options⁸.

As well as increasing availability, framing plant-based options as the default choice can also improve uptake⁹. This has been demonstrated by Campbell-Arvai et al. (2014), who observed a significant increase in orders of meat-free options among subjects who were given a 'default veg' menu compared to those given a mixed menu¹⁰. More recently, a systematic review on interventions for meat reduction found that presenting plant-based options as the default was effective in reducing meat consumption¹¹. Defaults are known to be a powerful tool in choice architecture, and these studies show they can be effectively applied to promoting meat reduction.

These studies again demonstrate that the content and presentation of meat and vegetarian dishes can have a substantial effect on food choice. Increasing the appeal of plant-based options and/or decreasing the appeal of meat options can nudge consumers away from the latter and towards the former.

Given the significance of such nudges on consumer behaviour, this study seeks to establish the efficacy of a range of nudges in a restaurant setting, so as to provide insights and guidance to food retailers and other stakeholders on effective animal product reduction strategies.

⁷ Kurz, V. (2018). Nudging to reduce meat consumption: Immediate and persistent effects of an intervention at a university restaurant. *Journal of Environmental Economics and management*, 90, 317-341.

⁸ Garnett, E. E., Balmford, A., Sandbrook, C., Pilling, M. A., & Marteau, T. M. (2019). Impact of increasing vegetarian availability on meal selection and sales in cafeterias. *Proceedings of the National Academy of Sciences*, 116(42).

⁹ Reisch, L. A., Sunstein, C. R., & Kaiser, M. (2021). What do people want to know? Information avoidance and food policy implications. *Food policy*, 102.

¹⁰ Campbell-Arvai, V., Arvai, J., & Kalof, L. (2014). Motivating sustainable food choices: The role of nudges, value orientation, and information provision. *Environment and Behavior*, 46(4), 453-475.

¹¹ Meier, J., Andor, M. A., Doebbe, F. C., Haddaway, N. R., & Reisch, L. A. (2022). Do green defaults reduce meat consumption?. *Food Policy*, 110, 102298.

2. Methods

2.1. Procedure

We partnered with Mumbai-based restaurant Gracias Granny to test the efficacy of a range of nudges in a real-world setting. Gracias Granny has an in-person and takeaway menu, as well as other unique menus for specific items or promotions, including “Burrito of the Day” and “Taco Tuesday” menus. Food offerings are majority plant-based – the only animal products available for purchase are animal-based chicken, dairy paneer, and cow’s milk (for drinks). It uses a stepwise menu model where customers choose a base (e.g. taco, burrito, salad bowl) followed by a filling (e.g. falafel, tandoori chicken, plant-based fish). All resources, including control and nudge menus, are viewable in the materials section.

We implemented a series of consecutive nudges and monitored sales data over a five month period between October and February. These included a variety of visual, descriptive, promotional, and informational nudges in the restaurant and via the takeaway menu. Nudges were implemented via menu changes or through informational and promotional cards in the restaurant. Nudges were further enforced by staff (by making consumers aware of plant-forward promotional items, for example). Information on all of the nudges implemented and their corresponding timeframes are displayed in table 1 in the materials section below.

2.2. Materials

The following table presents the materials displayed during each intervention, as well as the date of the intervention and a description of the intervention.

Table 1: Materials presented in each context for each intervention.

Control Menu – October 7th – November 7th

The normal Gracias Granny menu - which already included nudges - was cleared of these nudges in order to get a clean control menu to judge effectiveness. For the first month of the project, this menu was used to gather baseline data.






Follow the steps!

MENU

Follow us on insta!

BASE

1

 TACOS <small>Mexican street-style folded mini rolls. (Includes 2 tacos; Choice of Soft (Regular or Whole Wheat) or Crunchy; Serves 1)</small>	 BURRITO <small>A Mexican style roll. (Includes 1 burrito; Choice of Regular or Whole Wheat; Serves 1)</small>	 QUESADILLA <small>Flat wrap with a cheesy queso base. (Includes 1 quesadilla; Choice of Regular or Whole Wheat; Serves 1)</small>	 RICE BOWL <small>Bowl with a bed of seasoned Mexican rice. (Includes 1 bowl; Choice of White or Brown Rice (-Rs. 29); Serves 1)</small>	 SALAD BOWL <small>Bowl with a bed of fresh iceberg lettuce and house-made dressing. (Includes 1 bowl; Serves 1)</small>
--	--	--	---	--

FILLING

2




<p>Classic</p> <small>Protein of your choice grilled in our Classic Mexican marinade. May Rice!</small> <small>Choice of:</small> <small>Soy Paneer (default) Paneer (-20) Plant-Based Chicken (-50) Chicken (-80)</small>	<p>Adobo</p> <small>Spicy and tangy Adobo soy paneer filling. Lip-smacking!</small> <small>Choice of:</small> <small>Soy Paneer (default) Paneer (-20) Plant-Based Chicken (-50) Chicken (-80)</small>	<p>Frito Chilli</p> <small>Protein of your choice, breaded, fried and topped with a chilli oil drizzle.</small> <small>Choice of:</small> <small>Oyster Mushroom Chicken (-80)</small>	<p>Mexican Beans</p> <small>GG's signature beans, prepared over a grueling 8 hour process!</small>	<p>Falafel</p> <small>Fresh chickpea and black bean falafel with bold flavours.</small>
₹229	₹229	₹229	₹199	₹229

<p>Teriyaki</p> <small>Crunchy oyster mushrooms in a sweet & spicy teriyaki sauce. So good!</small>	<p>Satay</p> <small>Nutty and rich peanut-based protein of your choice.</small> <small>Choice of:</small> <small>Soy Paneer Paneer (-20)</small>	<p>Tandoori</p> <small>Tandoori style protein of your choice with tahiini for some Desi-Mexican fusion.</small> <small>Choice of:</small> <small>Plant-Based Chicken (+50) Chicken (+80)</small>	<p>Baja Fysh</p> <small>Golden crisp plant-based fish cutlet with an adobo tartar sauce and fresh spring onions.</small>
₹269	₹229	₹299	₹249

MAKE IT A COMBO

3

OPTIONAL

 Add Two Churros ₹99	 Add Small Nachos ₹99	 Add Cooler <small>(Kiwi Mint, Peach, or Cranberry)</small> ₹99
---	--	---

Add-ons + Extra Protein ₹79-₹109 + Guacamole Rs. 99 + Cheddar ₹49 + Sauces/Dips ₹39-₹59 → (Chipotle Aioli, Jagaadu Sour Cream, Cashew Queso, Tahini, Chocolate Sauce, etc.)

Plant-Based Churro Promotion – November 7th - December 7th

Customers who ordered specific plant-based filling options on their mains

8

received a free churro with their order; this promotion was advertised throughout the intervention month.



Environmental Messaging Nudge – December 7th - January 8th

Tent-cards informing customers of the environmental impacts of animal agriculture and the benefits of going plant-based were placed on tables throughout the restaurant.

OUR PLANET NEEDS YOU

We have witnessed several environmental problems recently, from record-breaking heat waves to extreme flooding across India, largely caused by climate change. Freshwater shortages, droughts, and severe pollution are some of the other environmental problems humans are currently facing.

You can make a difference.



Surprisingly, our food choices have a tremendous impact on our environment.

- Choosing just one plant-based dish instead of a meat dish reduces our climate change impact equivalent to charging your phone for 2 years!
- Paneer requires 22 times more water to produce than Soy Paneer. Per kilogram, that's equivalent to the water used for over a month of bathing!

90% of our customers are exploring our delicious plant-based options. Try one today. Together, we can make a real difference for our planet!

Why is Oat Milk the default in our coffees?

- It tastes fantastic.
- It uses a fraction of the resources compared to cow's milk.

 Oat Milk (default)
  Cow's Milk (+Rs. 20)

WHAT?

TO MAKE 1 LITRE OF...

OAT MILK		DAIRY-BASED MILK	
42 L	WATER USE	628 L	
0.9 m ²	LAND USE	8.9 m ²	
0.9 kg	CLIMATE CHANGE IMPACT	3.1 kg	

Data from www.OurWorldInData.org

- We believe in promoting what is right. We want to make it easier for people to consume what is better for them and for our planet. So, unlike our competitors who place an added cost for oat milk, we have reversed the equation to make oat milk the easier and cheaper choice.

**No planet Earth = no me, no you, no Gracias Granny.
We're Planet first, always.**

Descriptive menu nudges – December 7th - February 7th (Online)

Changes were made to the descriptions of the plant-based fillings to increase their sensory appeal. These included adding sensory descriptors to plant-based proteins such as 'succulent plant-based chicken' and 'savory soy paneer', as well as increasing the sensory appeal of the plant-based filling descriptions in general. An example of this is shown below; an exhaustive list of descriptive changes can be found in the appendices.

<p>Before:</p> <p>FALAFEL ₹219</p> <p>Fresh chickpea and black-bean falafel, pico de gallo, pickled onions, pickled jalapenos, lettuce, chipotle aioli, tahini, rice & beans.</p>	<p>After:</p> <p>FALAFEL ₹219</p> <p>Crispy chickpea and black bean falafel, topped with fresh pico de gallo, tangy pickled onions, fiery pickled jalapenos, drizzled with a chipotle aioli and tahini sauce, served with fluffy rice and beans</p>
<p>Visual + Default menu nudges – January 9th - February 9th</p> <p>Plant-based fillings were labelled as ‘default’ throughout the menu. Visual cues were added to the dine-in menu, which included; marking select plant-based fillings with stars, marking specific plant-based mains with ‘granny’s choice’ bubbles to draw attention. An example of this is shown below; an exhaustive list of visual changes can be found in the appendices.</p>	
<p>Before:</p> <p>Classic</p> <p><i>Protein of your choice grilled in our Classic Mexican marinade. Muy Rico!</i></p> <p>Choice of:</p> <p>Soy Paneer (default) Paneer (+20) Plant-Based Chicken (+50) Chicken (+80)</p> <p>Adobo</p> <p><i>Spicy and tangy Adobo soy paneer filling. Lip-smacking!</i></p> <p>₹229</p>	<p>After:</p> <p>Classic</p> <p><i>Protein of your choice grilled in our Classic Mexican marinade. Muy Rico!</i></p> <p>Choice of:</p> <p>★ Soy Paneer (Default) Paneer (+20) Plant-Based Chicken (+50) Chicken (+70)</p> <p>Adobo</p> <p><i>Spicy and tangy Adobo soy paneer filling. Lip-smacking!</i></p> <p>Granny's Choice!</p> <p>₹229</p>
<p>Burrito of the Day Menu Change – January 9th - February 9th</p> <p>The Burrito of the Day promotions, which normally included animal-based filling options, were amended to exclude these filling options from the promotion entirely.</p>	



Taco Tuesday Visual Menu Nudges – January 9th - February 9th

Visual changes were made to the Taco Tuesday menu to highlight the plant-based options. These included marking plant-based options with a heart icon as well as visually highlighting the more affordable plant-based options.



All materials, including our control menus, nudge menus, promotional cards, and messaging cards, can be found in the appendices.

2.3. Analysis

To assess the effectiveness of nudge interventions on plant-based vs. animal-based meal selections, we analyzed sales data collected between October and February using a standard sales management platform. We analysed data for four different sales channels: in-restaurant, online (takeaway), Taco Tuesday, and Burrito of the Day.

In order to analyse the efficacy of each intervention, we were primarily concerned with measuring the proportional change of plant-based to animal-based orders each month. We also monitored the month-on-month changes in protein choices for meal fillings, comparing animal-based chicken orders with plant-based chicken orders, and paneer orders with soy paneer orders. This data enabled us to evaluate shifts in customer purchasing patterns for plant-based and animal-based ingredients in response to each nudge intervention.

Sales data was first cleaned and categorised to ensure relevance and accuracy for the analysis. Irrelevant or unclear data points were omitted, including a small number of ambiguously labelled items, and items not directly related to meal choices, such as desserts, beverages, sides, and catering orders. Data was manually categorized by sales channel to ensure accurate attribution of orders.

For each month, we calculated the total orders for each protein choice. We then calculated aggregate percentages to determine the proportion of plant-based and animal-based orders in total sales and for specific protein types (e.g., animal-based chicken vs. plant-based chicken). In addition, monthly sales volumes were tracked to monitor overall trends in total orders and fluctuations in protein choice distributions. To test whether observed differences in customer purchasing patterns were statistically significant across interventions, we also conducted chi-square analyses on monthly order data.

This approach allowed us to measure not only the proportional changes in plant-based vs. animal-based selections but also any underlying fluctuations in total order volumes, providing a more comprehensive understanding of the effectiveness of the nudge interventions.

3. Results

3.1. Overall: Plant-based vs animal-based orders

A simple measure to understand the impact of each nudge is to compare the percentage of orders month on month that were plant-based vs animal-based. The table below compares the percentage split of main meal orders from October - February that were either plant-based or animal-based, categorised by sales channel and intervention. We expand on these results below.

Table 2: The percentage of animal-based vs plant-based main meal orders from October - February, categorised by sales channel and intervention. Findings in green show a positive nudge effect (i.e. an increase in the percentage of plant-based orders, or an increase in plant-based orders), whereas findings in red show a negative effect. Bolder colours indicate a stronger effect.

Number	Channel	Intervention	Month	% choosing plant-based	% choosing animal-based	Number of orders
1	Dine-in	Control	Oct - Nov	44%	56%	-
2	Dine-in	Churro promotion	Nov - Dec	44%	56%	-
3	Dine-in	Environmental message	Dec - Jan	41%	59%	-
4	Dine-in	Menu (visual)	Jan - Feb	45%	55%	-
5	Takeaway	Control	Oct - Nov	55%	45%	-
6	Takeaway	Menu (descriptions)	Dec - Jan	64%	36%	-
7	BOTD	Control	Oct - Nov	64%	36%	72
8	BOTD	Discount promotion	Jan - Feb	100%	0%	83
9	Taco Tuesday	Control	Oct - Nov	55%	45%	-
10	Taco Tuesday	Menu (visual)	Jan - Feb	47%	53%	-

3.2. Dine-In Interventions

Chi square analyses indicated that, compared to control, plant-based selection was **significantly higher with the churro promotion** for chicken ($p=0.01$) and paneer ($p<0.01$), but **significantly lower with the environmental message** for chicken ($p=0.04$) and paneer ($p=0.01$). The differences are represented in Figures 1 and 2.

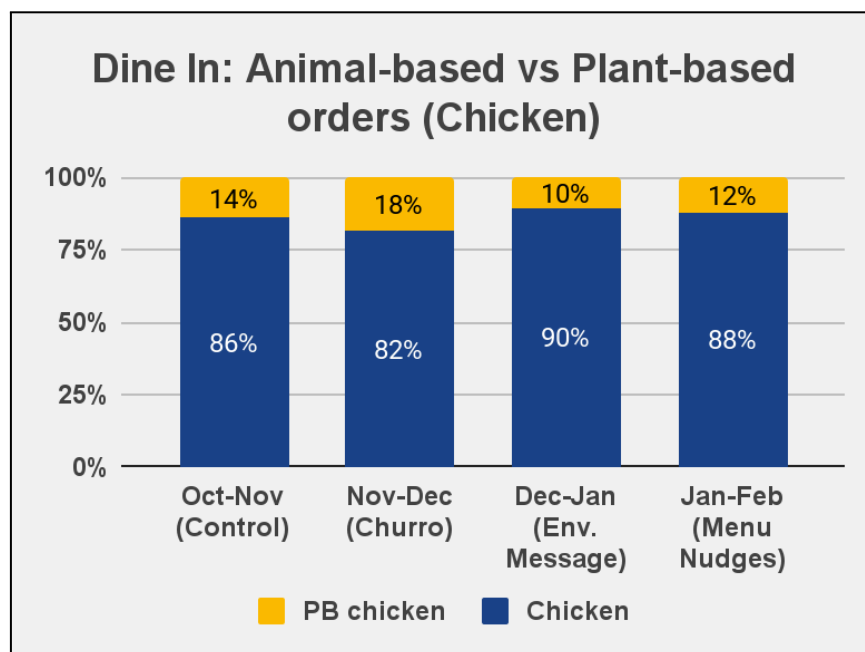


Figure 1: The percentage of animal-based vs plant-based chicken orders by month.

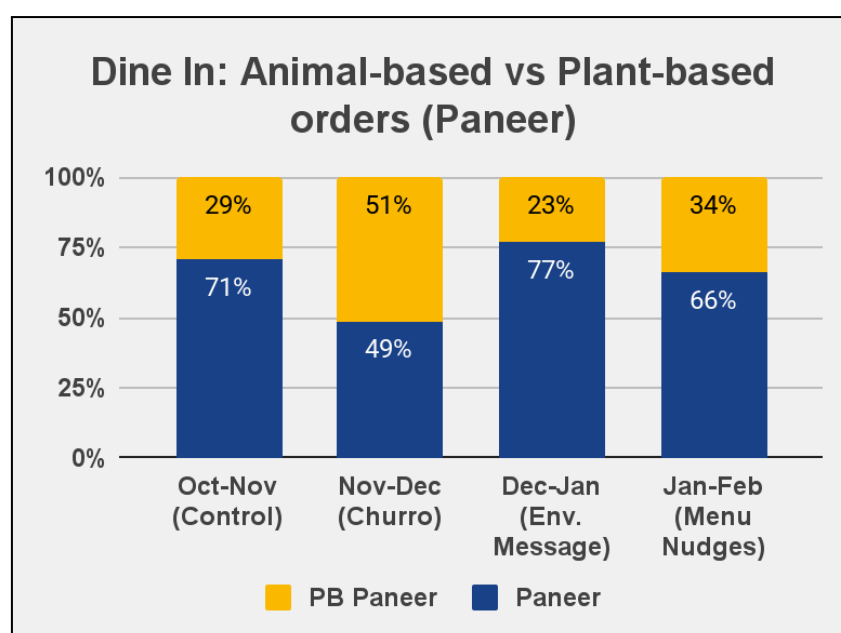


Figure 2: The percentage of animal-based vs plant-based paneer orders by month.

3.3. Takeaway Intervention

Linguistic changes to the descriptions of items on the takeaway menu saw a sizable effect. Compared to takeaway sales in the control month, **the proportion of plant-based meals ordered increased by 9 percentage points**, from 55% to 64%, which was a significant increase ($p=0.01$). This change is graphed in Figure 3.

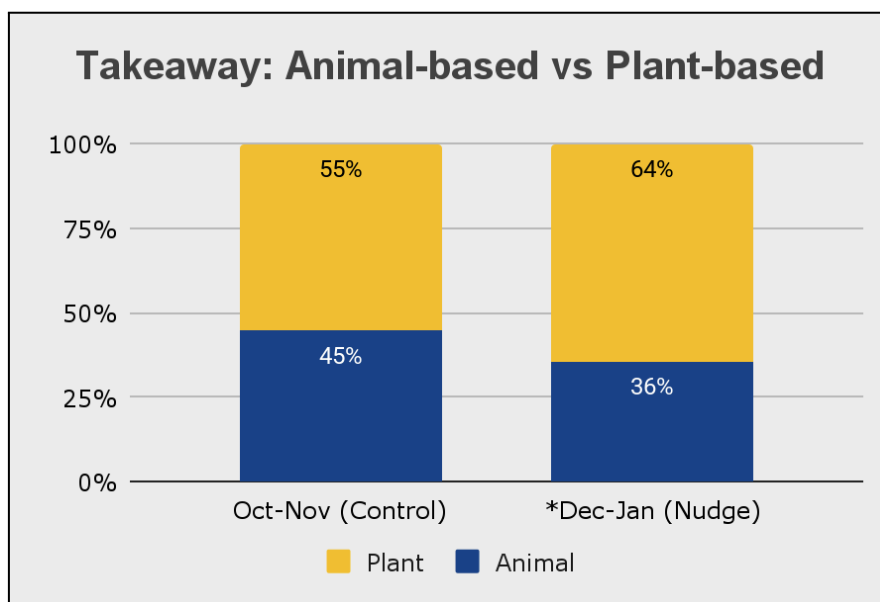


Figure 3: The percentage of animal-based and plant-based takeaway main meal orders by month.

3.4. Burrito of the Day Intervention

Burrito of the Day sales recorded the most significant change in purchase behaviour. Compared to the control month where just over half of Burrito of the Day orders were plant-based, 100% of Burrito of the Day orders were plant-based during the nudge month. This was, of course, expected, since animal-based burritos were removed from the Burrito of the Day menu during the nudge month. However, **there was no significant decrease in the overall number of orders during the plant-based only month** ($p=0.23$) – in fact, there was a modest increase, from 72 orders to 83 orders, as shown in Figure 4.

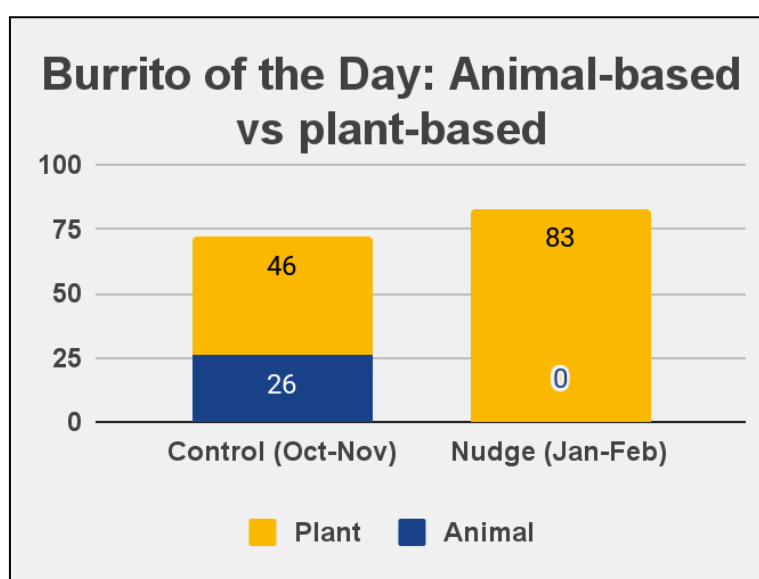


Figure 4: The number of animal-based vs plant-based orders from the Burrito of the Day sales channel by month.

It is worth noting that the Burrito of the Day menu was subjected to a particularly strong nudge, where animal-based options were simply not presented to consumers. We still consider this to fall under the definition of a 'nudge', since it is not changing the availability of meat-based options, nor increasing their price. Rather, it is simply prioritising the plant-based options for promotion. The meat option was still available at its regular menu price.

3.5. Taco Tuesday Intervention

In contrast, a negative effect was observed for plant-based options during the Taco Tuesday intervention, which involved highlighting some plant-based options on the menu.

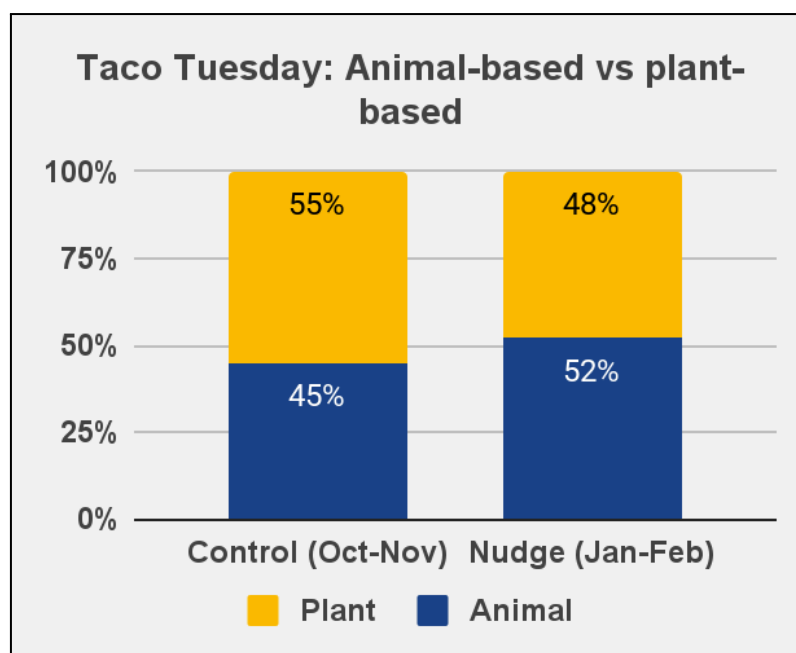


Figure 5: The percentage of animal-based vs plant-based orders from the Taco Tuesday sales channel by month.

Compared to Taco Tuesday sales in the control month, the proportion of plant-based main meals ordered decreased by 8 percentage points, from 55% to 48%. We suggest potential reasons for this in the discussion.

4. Discussion

These findings affirm and expand upon existing literature on choice architecture nudges in several key ways. Firstly, descriptive nudges that serve to appealingly convey the sensory qualities of plant-based dishes stood out here as particularly effective. Simply adding descriptors to plant-based ingredients and dishes such as ‘fresh’, ‘crispy’, or ‘aromatic’ can improve their appeal and increase sales of those dishes.

Burrito of the Day sales also demonstrated an effective nudge. Whereas in the control month, the menu (which provided a discount on one specific burrito per day) included plant-based and animal-based fillings, in the nudge month, the plant-based fillings were prioritised for promotion. The observed effects can be interpreted as the result of a substantial price discount on plant-based alternatives. When the price difference is significant, consumers are more likely to choose the plant-based option.

However, no quantitative conclusion can be drawn from this experiment. It is to be expected that 100% of consumers chose the plant-based option in the nudge month (compared to 64% in the control month), since plant-based options were the only one listed on the menu. In this sense, more significant than the proportion of plant-based vs. animal-based orders is the fact that sales in the nudge month did not diminish – in fact, they increased by 15%. This demonstrates that centering promotions around plant-based options does not require sales to be sacrificed: in this instance, sales increased after the plant-based promotion was introduced.

There is an interesting difference in performance of the promotional and the informational nudges. When plant-based dishes were promoted using in-restaurant promotional cards with the offer of a free churro, the percentage of plant-based orders marginally increased. However, when these in-restaurant cards were replaced with informational messages highlighting the environmental harm of animal-product consumption, the percentage of plant-based orders decreased. This implies that consumers respond more positively to interventions that incentivise plant-based consumption, compared to informational interventions that advocate for plant-based eating.

That said, it is worth noting that our interventions overlapped with some Indian holiday months, which is likely to have extraneously impacted food

choice during this time. Diwali, a festival that sees large numbers of Hindus gravitating toward vegetarianism, ends in November, so by December, a lot of Hindus begin eating more meat again. Additionally, Western habits such as higher animal product consumption are more likely to be adopted around Christmas and New Years', particularly in major cities such as Mumbai. This could explain the higher consumption of chicken during the December nudge period, which coincided with the environmental message.

The visual nudges implemented in the Taco Tuesday menu also resulted in a negative effect (i.e. an increase in the percentage of animal-based products). This might be explained by the fact that these particular visual nudges – such as a red box surrounding plant-based options – were not strong enough to push consumers towards plant-based choices.

Other limiting factors should also be acknowledged. Some of these nudges, such as the free churro nudge, relied to some extent on staff enforcement, which is vulnerable to human error. Local cultural and linguistic barriers may also have affected the efficacy of these nudges. Some may not have internalised the messaging of the environmental cards due to language and/or context barriers (Gracias Granny uses English in its restaurant rather than Marathi or Hindi). Moreover, the value of the 'free churro' promotion may have been diminished due to a relative lack of knowledge surrounding Mexican cuisine in Mumbai (if a customer does not know what a churro is or hasn't tried one before, they may be less inclined to value its inclusion in the promotion).

These findings are valuable because they provide real-world sales data on the effectiveness of menu nudges in promoting plant-based eating, addressing a gap in the literature. The results are widely applicable to the global hospitality and restaurant industries, offering practical insights into cost-effective strategies for reducing meat consumption without sacrificing sales. Moreover, this study was conducted in India—a country with a significant and growing impact on global food consumption patterns and an important context for sustainable food policy development.

5. Conclusion and Future Directions

This research aimed to investigate the effectiveness of a variety of plant-forward nudges in a real-world restaurant setting. Growth of meat and dairy consumption in rapidly developing LMIC such as India is likely to be disproportionately high, and so research into consumer food choices and effective plant-based choice architecture modifications is particularly relevant in these settings.

Our main findings are outlined below.

1. **Descriptive nudges** demonstrated a statistically significant increase in the proportion of plant-based meal choices of 9 percentage points.
2. A **free churro promotion** also demonstrated a statistically significant increase in the proportion of customers selecting plant-based alternatives of 4–22 percentage points.
3. A stronger effect of nudges was observed for replacing paneer compared to replacing chicken in dishes.
4. An **environmental messaging** nudge proved less effective, resulting in a statistically significant **reduction** in plant-based meal choices.
5. Prioritising plant-based options for the burrito of the day menu change **increased plant-based choices to 100% without a significant change in the number of sales.**

These findings validate the effectiveness of choice architecture modifications in nudging consumers towards more plant-based choices. It is worth noting that these findings are exploratory and influenced by unique factors related to the location, plant-forward nature, and menu of the restaurant in question as well as the timeline of the research itself.

Future research on this subject could address these limiting factors. For example, they could extend the time period for which each nudge is active to better control for external month-on-month variation in sales. Moreover, it may be that frequent consumers at Gracias Granny are already plant-forward eaters. Implementing these nudges in different restaurant environments with different consumer demographics (for example, those with a more animal-product dominated menu) would therefore also be interesting. Overall, these findings should serve to encourage similar research on plant-forward nudge trials in real-world settings to explore how these interventions manifest in other environments.

6. Appendices


Appendix A1: Dine In Menu (Control)

MENU


Follow the steps!

Follow us on insta!


BASE 1




TACOS
Mexican street-style folded mini rolls.
(Includes 2 tacos; Choice of Soft (Regular or Whole Wheat) or Crunchy; Serves 1)




BURRITO
A Mexican style roll.
(Includes 1 burrito; Choice of Regular or Whole Wheat; Serves 1)



QUESADILLA
Flat wrap with a cheesy queso base.
(Includes 1 quesadilla; Choice of Regular or Whole Wheat; Serves 1)



RICE BOWL
Bowl with a bed of seasoned Mexican rice.
(Includes 1 bowl; Choice of White or Brown Rice (-Rs. 29); Serves 1)



SALAD BOWL
Bowl with a bed of fresh iceberg lettuce and house-made dressing.
(Includes 1 bowl; Serves 1)

FILLING 2

Classic
Protein of your choice grilled in our Classic Mexican marinade. *Muy Rico!*
Choice of:
Soy Paneer (default) Paneer (-20)
Plant-Based Chicken (-50) Chicken (-80)

₹229

Adobo
Spicy and tangy Adobo soy paneer filling.
Lip-smacking!

₹229

Frito Chilli
Protein of your choice, breaded, fried and topped with a chilli oil drizzle.
Choice of:
Oyster Mushroom Chicken (-80)

₹229

Mexican Beans
GG's signature beans, prepared over a grueling 8 hour process!

₹199

Falafel
Fresh chickpeas and black bean falafel with bold flavours.

₹229

Teriyaki
Crunchy oyster mushrooms in a sweet & spicy teriyaki sauce.
So good!

₹269

Satay
Nutty and rich peanut-based protein of your choice.
Choice of:
Soy Paneer Paneer (-20)

₹229


Tandoori
Tandoori style protein of your choice with tahini for some Desi-Mexican fusion.
Choice of:
Plant-Based Chicken (+50) Chicken (+80)

₹299

Baja Fysh
Golden crisp plant-based fish cutlet with an adobo tartar sauce and fresh spring onions.


₹249

MAKE IT A COMBO 3




Add Two Churros

₹99



Add Small Nachos

₹99



Add Cooler
(Kiwi, Mint, Peach, or Cranberry)

₹99

Add-ons + Extra Protein ₹79-₹109 + Guacamole Rs. 99 + Cheddar ₹49 + Sauces/Dips ₹39-₹59 → (Chipotle Aioli, Jugaadu Sour Cream, Cashew Queso, Tahini, Chocolate Sauce, etc.)

Appendix A2: Dine In Menu (Visual Nudges)

MENU

Follow the steps!
(& then follow us on insta!)

BASE

STEP 1



TACOS

Mexican street-style folded mini rolls. (Includes 2 tacos; Choice of Soft (Regular or Whole Wheat) or Crunchy; Serves 1)



BURRITO

A Mexican style roll. (Includes 1 burrito; Choice of Regular or Whole Wheat; Serves 1)



QUESADILLA

Flat wrap with a cheesy queso base. (Includes 1 quesadilla; Choice of Regular or Whole Wheat; Serves 1)



RICE BOWL

Bowl with a bed of seasoned Mexican rice. (Includes 1 bowl; Choice of White or Brown Rice (-Rs. 30); Serves 1)



SALAD BOWL

Bowl with a bed of fresh iceberg lettuce and house-made dressing. (Includes 1 bowl; Serves 1)

FILLING

STEP 2

Classic

Protein of your choice grilled in our Classic Mexican marinade. *Muy Rice!*

Choice of:

★ Soy Paneer (Default) Paneer (-20) Plant-Based Chicken (-50) Chicken (-70)

₹229

Adobo

Spicy and tangy Adobo soy paneer filling. *Lip-smacking!*

Granny's Choice!

₹229

Frito Chilli

Protein of your choice, breaded, fried and topped with a chilli oil drizzle.

Choice of:

★ Oyster Mushroom (Default) Chicken (-50)

₹249

Mexican Beans

GG's signature beans, prepared over a grueling 8 hour process!

₹199

Falafel

Fresh chickpea and black bean falafel with bold flavours.

₹199

Teriyaki

Crisp oyster mushrooms in a sweet & spicy teriyaki sauce. *So good!*

Granny's Choice!

₹269

Satay

Nutty and rich peanut-based protein of your choice.

Choice of:

★ Soy Paneer (Default) Paneer (-20)

₹229

Baja Fysh

Golden crisp plant-based fish cutlet with an adobo tartar sauce and fresh spring onions.

Granny's Choice!

₹249

Tandoori

Tandoori style protein of your choice with tahini for some Dasi-Mexican fusion.

Choice of:

★ Plant-Based Chicken (Default) Chicken (-20)

₹279

COMBOS

STEP 3

(Optional)



Add Two Churros

₹99



Add Small Nachos

₹99



Add Cooler

(Kiwi Mint, Peach, or Cranberry)

₹99

Add-Ons (Optional)

+ Extra Protein ₹79-₹109 + Fresh Guacamole Rs. 109 + Cheddar ₹49 + Sauces/Dips ₹39-₹59 → (Chipotle Aioli, Jugaadu Sour Cream, Cashew Queso, Tahini, Chocolate Sauce, etc.)

22

Appendix A2: Takeaway Menu (Control)

SOFT TACOS

Mexican street-style folded soft mini rolls. (Includes 2 tacos; Choice of Regular or Whole Wheat; Serves 1)



CLASSIC

₹229

GG's classic protein, fajitas, pico salsa, alt-guac, pickled onions, lime and sour crema.

Choice of:

Soy Paneer | Paneer +20 | Plant-Based Chicken +40 | Chicken +70

FRITO CHILLI

₹269

Crispy breaded protein, seasonal salsa, chilly sauce, chipotle aioli, Korean chilli oil.

Choice of:

Oyster Mushroom (default) | Chicken (+30)

FALAFEL

₹219

Fresh chickpea and black bean falafel, pico de gallo, pickled onions, pickled jalapenos, chipotle aioli, tahini sauce.

BAJA FISH

₹299

Crisp plant-based fish cutlet, adobo tartar sauce, cucumber slaw, spring onions.

TANDOORI

₹269

Tandoori protein, achaari onion, salsa, tahini.

Choice of:

Plant-Based Chicken | Chicken (+30)

QUESADILLAS

Flat wrap with a cheesy queso base. (Includes 1 quesadilla; Choice of Regular or Whole Wheat; Serves 1)



CLASSIC

₹229

GG's Classic protein, fajitas, pico de gallo, alt-guac, queso, cheesy cheddar.

Choice of:

Soy Paneer | Paneer +20 | Plant-Based Chicken +40 | Chicken +70

ADOBO

₹229

Smoky and tangy Adobo soy paneer, fajitas, salsa, desi guac, pickled onions, queso, cheesy cheddar.

SATAY

₹229

Protein in a mild peanut sauce, salsa, Chinese slaw, spring onions, chipotle aioli, cheesy cheddar.

Choice of:

Soy Paneer (default) | Paneer (+20)

TERIYAKI

₹269

Crispy oyster mushrooms, Teriyaki sauce, salsa, Chinese slaw, queso, cheesy cheddar.

TANDOORI

₹269

Tandoori protein, achaari onion, salsa, queso, cheesy cheddar.

Choice of:

Plant-Based Chicken | Chicken (+30)

CRUNCHY TACOS

Mexican street-style folded crunchy rolls made with corn. (Includes 2 tacos; Serves 1)



CLASSIC

₹229

GG's classic protein, fajitas, pico salsa, alt-guac, pickled onions, lime and sour crema.

Choice of:

Soy Paneer | Paneer +20 | Plant-Based Chicken +40 | Chicken +70

MEXICAN BEANS

₹199

Beans, salsa, pickled onions, sour crema, and lettuce.

TERIYAKI

₹269

Crispy oyster mushrooms, Teriyaki sauce, salsa, Chinese slaw, chipotle aioli.

SATAY

₹229

Protein in a mild peanut sauce, salsa, Chinese slaw, spring onions, chipotle aioli.

Choice of:

Soy Paneer | Paneer +20

TANDOORI

₹269

Tandoori protein, achaari onion, salsa, tahini.

Choice of:

Plant-Based Chicken | Chicken (+30)

ROLLS

A classic roll. (Includes 1 roll; Choice of Regular or Whole Wheat; Serves 1)



CLASSIC

₹229

GG's Classic protein, fajitas, pico de gallo, alt-guac, lettuce, sour crema.

Choice of:

Soy Paneer | Paneer +20 | Plant-Based Chicken +40 | Chicken +70

FALAFEL

₹219

Fresh chickpea and black-bean falafel, pico de gallo, pickled onions, pickled jalapenos, lettuce, chipotle aioli, tahini.

FRITO CHILLI

₹269

Crispy breaded protein, seasonal salsa, chilly sauce, lettuce, chipotle aioli, Korean chilli oil.

Choice of:

Oyster Mushroom (default) | Chicken (+30)

BAJA FISH

₹299

Crisp plant-based fish cutlet, fries, adobo tartar sauce, cucumber slaw, spring onions.

TANDOORI

₹269

Tandoori protein, achaari onion, salsa, lettuce, tahini, sour crema.

Choice of:

Plant-Based Chicken | Chicken (+30)

Note: Tacos are delivered Pre-Assembled or in Taco Kits. Please specify your choice.

BURRITOS

A Mexican style roll.
(Includes 1 burrito; Choice of
Regular or Whole Wheat; Serves 1)



CLASSIC

₹229

GG's Classic protein, fajitas, pico de gallo, alt-guac, lettuce, sour crema, rice & beans.

Choice of:

Soy Paneer | Paneer +20 | Plant-Based Chicken +40 | Chicken +70

ADOBO

₹229

Smoky and tangy Adobo soy paneer, Fajitas, salsa, desi guac, pickled onions, lettuce, chipotle aioli, rice & beans.

MEXICAN BEANS

₹199

GG's signature beans, salsa, pickled onions, sour crema, rice, lettuce.

FALAFEL

₹219

Fresh chickpea and black-bean falafel, pico de gallo, pickled onions, pickled jalapenos, lettuce, chipotle aioli, tahini, rice & beans.

FRITO CHILLI

₹269

Crispy breaded protein, seasonal salsa, chilly sauce, lettuce, chipotle aioli, Korean chilli oil, rice & beans.

Choice of:

Oyster Mushroom (default) | Chicken (+30)

TANDOORI

₹269

Tandoori protein, achaari onion, salsa, lettuce, tahini, sour crema, rice & beans.

Choice of:

Plant-Based Chicken | Chicken (+30)

SALADS

Bowl with a bed of fresh salad greens
and house-made dressing.
(Includes 1 bowl; Serves 1)



CLASSIC

₹229

Mexican Vinaigrette dressing, fresh greens, GG's Classic grilled protein, assorted veggies.

Choice of:

Soy Paneer | Paneer +20 | Plant-Based Chicken +40 | Chicken +70

SATAY

₹229

Peanut dressing, fresh greens, grilled protein in Satay marinade, assorted veggies.

Choice of:

Soy Paneer (default) | Paneer (+20)

TANDOORI

₹269

Mediterranean Tahini dressing, fresh greens, grilled protein in Tandoori sauce, assorted veggies.

Choice of:

Plant-Based Chicken | Chicken (+30)

RICE BOWLS

Bowl with a bed of seasoned Mexican
rice. (Includes 1 bowl; Choice of White
or Brown Rice (+30); Serves 1)



CLASSIC

₹229

GG's Classic protein, fajitas, pico de gallo, alt-guac, lettuce, sour crema, rice & beans.

Choice of:

Soy Paneer | Paneer +20 | Plant-Based Chicken +40 | Chicken +70

MEXICAN BEANS

₹199

GG's signature beans, salsa, pickled onions, sour crema, Mexican rice, lettuce.

TERIYAKI

₹269

Crispy oyster mushrooms, Teriyaki sauce, salsa, Chinese slaw, rice, beans, chipotle aioli.

SATAY

₹229

Protein in a mild peanut sauce, salsa, Chinese slaw, spring onions, rice, beans, chipotle aioli.

Choice of:

Soy Paneer (default) | Paneer (+20)

TANDOORI

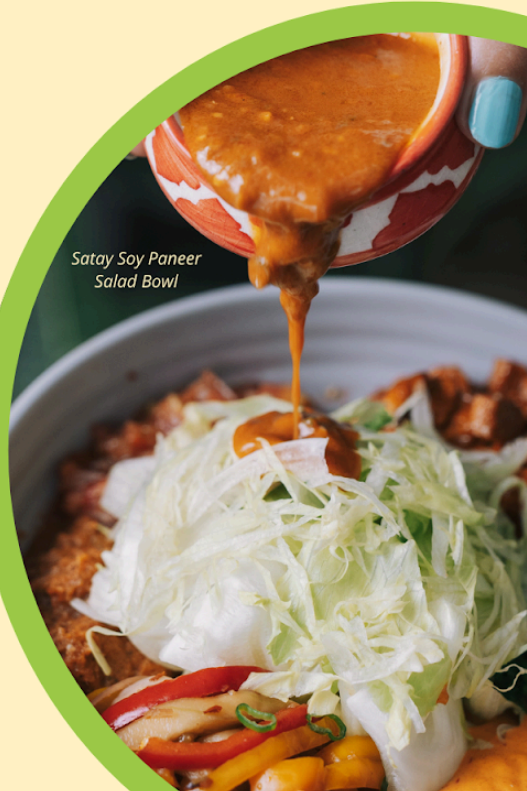
₹269

Tandoori protein, achaari onion, salsa, rice, beans, tahini.

Choice of:

Plant-Based Chicken | Chicken (+30)

Satay Soy Paneer
Salad Bowl



Make a Combo!

+ Add Small Nachos ₹99 + Add Two Churros ₹99 + Add a Cooler ₹99

Appendix A3: Takeaway Menu (Descriptive Nudges)

SOFT TACOS

Mexican street-style folded soft mini rolls. (Includes 2 tacos; Choice of Regular or Whole Wheat; Serves 1)



CLASSIC

₹229

GG's classic protein, fajitas, pico salsa, alt-guac, pickled onions, lime and sour crema.

Choice of:

Savory Soy Paneer | Paneer +20 | Succulent Plant-Based Chicken +40 | Chicken +70

FRITO CHILLI

₹269

Crispy breaded protein, seasonal salsa, chilly sauce, chipotle aioli, Korean chilli oil.

Choice of:

Crispy Oyster Mushroom | Chicken (+30)

FALAFEL

₹219

Crispy chickpea and black bean falafel, topped with fresh pico de gallo, tangy pickled onions, fiery pickled jalapenos, drizzled with a chipotle aioli and tahini sauce.

BAJA FYSH

₹299

Crisp plant-based fish cutlet, tangy adobo tartar sauce, served with refreshing cucumber slaw, and sliced spring onions.

TANDOORI

₹269

Tandoori protein, achaari onion, salsa, tahini.

Choice of:

Succulent Plant-Based Chicken | Chicken (+30)

QUESADILLAS

Flat wrap with a cheesy queso base. (Includes 1 quesadilla; Choice of Regular or Whole Wheat; Serves 1)



CLASSIC

₹229

GG's Classic protein, fajitas, pico de gallo, alt-guac, queso, cheesy cheddar.

Choice of:

Savory Soy Paneer | Paneer +20 | Succulent Plant-Based Chicken +40 | Chicken +70

ADOBO

₹229

Tender soy paneer marinated a smoky adobo sauce, served with fajitas, fresh salsa, desi guac, tangy pickled onions, creamy queso, and cheesy cheddar.

SATAY

₹229

Protein in a mild peanut sauce, salsa, Chinese slaw, spring onions, chipotle aioli, cheesy cheddar.

Choice of:

Savory Soy Paneer | Paneer (+20)

TERIYAKI

₹269

Crispy oyster mushrooms tossed in a sweet and savory teriyaki sauce, served with a refreshing salsa, crunchy Chinese slaw, and a creamy chipotle aioli.

TANDOORI

₹269

Tandoori protein, achaari onion, salsa, queso, cheesy cheddar.

Choice of:

Succulent Plant-Based Chicken | Chicken (+30)

CRUNCHY TACOS

Mexican street-style folded crunchy rolls made with corn. (Includes 2 tacos; Serves 1)



CLASSIC

₹229

GG's classic protein, fajitas, pico salsa, alt-guac, pickled onions, lime and sour crema.

Choice of:

Savory Soy Paneer | Paneer +20 | Succulent Plant-Based Chicken +40 | Chicken +70

MEXICAN BEANS

₹199

GG's signature spiced beans topped with fresh salsa, pickled onions, tangy sour crema, and crisp lettuce. A delicious and satisfying Mexican dish.

TERIYAKI

₹269

Crispy oyster mushrooms tossed in a sweet and savory teriyaki sauce, served with a refreshing salsa, crunchy Chinese slaw, and creamy chipotle aioli.

SATAY

₹229

Protein in a mild peanut sauce, salsa, Chinese slaw, spring onions, chipotle aioli.

Choice of:

Savory Soy Paneer | Paneer +20

TANDOORI

₹269

Tandoori protein, achaari onion, salsa, tahini.

Choice of:

Succulent Plant-Based Chicken | Chicken (+30)

ROLLS

A classic roll. (Includes 1 roll; Choice of Regular or Whole Wheat; Serves 1)



CLASSIC

₹229

GG's Classic protein, fajitas, pico de gallo, alt-guac, lettuce, sour crema.

Choice of:

Savory Soy Paneer | Paneer +20 | Succulent Plant-Based Chicken +40 | Chicken +70

FALAFEL

₹219

Crispy chickpea and black bean falafel, topped with fresh pico de gallo, tangy pickled onions, fiery pickled jalapenos, drizzled with a chipotle aioli and tahini sauce.

FRITO CHILLI

₹269

Crispy breaded protein, seasonal salsa, chilly sauce, lettuce, chipotle aioli, Korean chilli oil.

Choice of:

Crispy Oyster Mushroom | Chicken (+30)

BAJA FYSH

₹299

Crisp plant-based fish cutlet, tangy adobo tartar sauce, served with refreshing cucumber slaw, and sliced spring onions.

TANDOORI

₹269

Tandoori protein, achaari onion, salsa, lettuce, tahini, sour crema.

Choice of:

Succulent Plant-Based Chicken | Chicken (+30)

Note: Tacos are delivered Pre-Assembled or in Taco Kits. Please specify your choice.

BURRITOS

A Mexican style roll.
(Includes 1 burrito; Choice of
Regular or Whole Wheat; Serves 1)



CLASSIC

₹229

GG's Classic protein, fajitas, pico de gallo, alt-guac, lettuce, sour crema, rice & beans.

Choice of:

Savory Soy Paneer | Paneer +20 | Plant-Based Chicken +40 |
Chicken +70

ADOBO

₹229

Tender soy paneer marinated a smoky adobo sauce, served with fajitas, fresh salsa, desi guac, crisp lettuce, creamy chipotle aioli, fluffy rice & beans.

MEXICAN BEANS

₹199

GG's signature spiced beans topped with fresh salsa, pickled onions, tangy sour crema, and crisp lettuce. A delicious and satisfying Mexican dish.

FALAFEL

₹219

Crispy chickpea and black bean falafel, topped with fresh pico de gallo, tangy pickled onions, fiery pickled jalapenos, drizzled with a chipotle aioli and tahini sauce, served with fluffy rice and beans

FRITO CHILLI

₹269

Crispy breaded protein, seasonal salsa, chilly sauce, lettuce, chipotle aioli, Korean chilli oil, rice & beans.

Choice of:

Crispy Oyster Mushroom | Chicken (+30)

TANDOORI

₹269

Tandoori protein, achaari onion, salsa, lettuce, tahini, sour crema, rice & beans.

Choice of:

Succulent Plant-Based Chicken | Chicken (+30)

SALADS

Bowl with a bed of fresh salad greens
and house-made dressing.
(Includes 1 bowl; Serves 1)



CLASSIC

₹229

Mexican Vinaigerette dressing, fresh greens, GG's Classic grilled protein, assorted veggies.

Choice of:

Savory Soy Paneer | Paneer +20 | Plant-Based Chicken +40 |
Chicken +70

SATAY

₹229

Peanut dressing, fresh greens, grilled protein in Satay marinade, assorted veggies.

Choice of:

Savory Soy Paneer | Paneer (+20)

TANDOORI

₹269

Mediterranean Tahini dressing, fresh greens, grilled protein in Tandoori sauce, assorted veggies.

Choice of:

Succulent Plant-Based Chicken | Chicken (+30)

RICE BOWLS

Bowl with a bed of seasoned Mexican
rice. (Includes 1 bowl; Choice of White
or Brown Rice (+30); Serves 1)



CLASSIC

₹229

GG's Classic protein, fajitas, pico de gallo, alt-guac, lettuce, sour crema, rice & beans.

Choice of:

Savory Soy Paneer | Paneer +20 | Succulent Plant-Based
Chicken +40 | Chicken +70

MEXICAN BEANS

₹199

GG's signature spiced beans topped with fresh salsa, pickled onions, tangy sour crema, and crisp lettuce. A delicious and satisfying Mexican dish.

TERIYAKI

₹269

Crispy oyster mushrooms tossed in a sweet and savory teriyaki sauce, served with a refreshing salsa, crunchy Chinese slaw, creamy chipotle aioli, fluffy rice and beans.

SATAY

₹229

Protein in a mild peanut sauce, salsa, Chinese slaw, spring onions, rice, beans, chipotle aioli.

Choice of:

Savory Soy Paneer | Paneer (+20)

TANDOORI

₹269

Tandoori protein, achaari onion, salsa, rice, beans, tahini.

Choice of:

Succulent Plant-Based Chicken | Chicken (+30)

Satay Soy Paneer
Salad Bowl



Make a Combo!

+ Add Small Nachos ₹99 + Add Two Churros ₹99 + Add a Cooler ₹99

Appendix A4: Taco Tuesday Menu (Control)

★ TACO TUESDAY ★

at GRACIAS GRANNY

Now BIGGER and BETTER! Single piece 6 inch Tacos.

₹80 TACOS
★

₹90 TACOS
★

Mexican Beans

Falafel

Adobo

Satay Soy Paneer

Classic Soy Paneer

Teriyaki

Classic Plant-Based

Tandoori Plant-Based

Classic Paneer

Satay Paneer

₹100 TACOS
★

WEEKLY SPECIAL
★

Baja Fysh Taco

Frito Chilli Oyster Mushroom

Frito Chilli Chicken

Classic Chicken

Tandoori Chicken

Ask your server what this week's special is!




Choice of Soft, Crunchy (+10), or Lettuce Wrap (+10)

Appendix A5: Taco Tuesday Menu (Visual Nudges)

★ TACO TUESDAY ★

at GRACIAS GRANNY

SOFT or CRUNCHY, 6 inch Tacos!

₹80 TACOS ★

MEXICAN BEANS ♥

FALAFEL

ADOBO

SATAY SOY PANEER

CLASSIC SOY PANEER ♥

₹90 TACOS ★

Teriyaki

Classic Plant-Based ♥

Tandoori Plant-Based ♥

Classic Paneer

Satay Paneer

₹100 TACOS ★

Baja Fysh Taco ♥

Frito Chilli Oyster Mushroom ♥

Frito Chilli Chicken

Classic Chicken

Tandoori Chicken

★ WEEKLY SPECIAL

Ask your server what this week's special is!




Choice of Soft, Crunchy (+10), or Lettuce Wrap (+10)

Appendix A6: Burrito of the Day Menu (Control)

BURRITO OF THE DAY

MONDAY



CLASSIC

Protein, fajitas, pico de gallo, alt-guac, lettuce, sour crema, rice & beans.
Option of: Soy paneer, paneer (+20), plant-based chicken (+40), or chicken (+70).

TUESDAY



TERIYAKI

Crispy oyster mushrooms, Teriyaki sauce, salsa, Chinese slaw, rice, beans, chipotle aioli.

WEDNESDAY



FRITO CHILLI

Crispy breaded protein, seasonal salsa, chilly sauce, rice & beans, lettuce, chipotle aioli, Korean chilli oil.
Option of: Oyster mushroom, or chicken (+30).

THURSDAY



TANDOORI

Tandoori protein, achaari onion, salsa, rice, beans, lettuce, tahini, sour crema.
Option of: Plant-based chicken, chicken (+20)

FRIDAY



FALAFEL

Fresh chickpea and black-bean falafel, pico de gallo, pickled onions, pickled jalapenos, lettuce, chipotle aioli, tahini, rice & beans.

SATURDAY



ADOBO

Smoky and tangy Adobo soy paneer, Fajitas, salsa, desi guac, pickled onions, lettuce, chipotle aioli, rice & beans.

SUNDAY



MEXICAN BEANS

GG's signature beans, salsa, pickled onions, sour crema, Mexican rice, lettuce.

Big fat chonky burritos!

₹189 only!

Super filling and nutritious!
Served with fresh salsa.

GRACIAS GRANNY



Come grab one at Gracias Granny, Sector 15, CBD Belapur!

Appendix A7: Burrito of the Day Menu (Plant-Based Choice Nudge)

BURRITO OF THE DAY

MONDAY



CLASSIC

GG's Classic soy paneer, fajitas, pico de gallo, alt-guac, lettuce, sour crema, rice & beans.

TUESDAY



TERIYAKI

Crispy Oyster mushrooms, Teriyaki sauce, salsa, Chinese slaw, rice, beans, chipotle aioli.

WEDNESDAY



FRITO CHILLI

Crispy breaded Oyster mushroom, seasonal salsa, chilly sauce, rice & beans, lettuce, chipotle aioli, Korean chilli oil.

THURSDAY



TANDOORI

Tandoori plant-based chicken, achaari onion, salsa, rice, beans, lettuce, tahini, sour crema.

FRIDAY



FALAFEL

Fresh chickpea and black-bean falafel, pico de gallo, pickled onions, pickled jalapenos, lettuce, chipotle aioli, tahini, rice & beans.

SATURDAY



ADOBO

Smoky and tangy Adobo soy paneer, Fajitas, salsa, desi guac, pickled onions, lettuce, chipotle aioli, rice & beans.

SUNDAY



MEXICAN BEANS

GG's signature beans, salsa, pickled onions, sour crema, Mexican rice, lettuce.

Big fat chonky burritos!

₹189 only!

Super filling and nutritious!
Served with fresh salsa.

GRACIAS GRANNY



Come grab one at Gracias Granny, Sector 15, CBD Belapur!

Appendix B: In-Restaurant Promotional Card

✦ **GET A FREE CHURRO IF YOU ORDER A PLANT-BASED MAIN!** ✦

VALID FROM 7TH NOV - 7TH DEC ON ORDERS FOR ANY OF THE FOLLOWING FILLINGS:

- ✦ **CLASSIC SOY PANEER**
- ✦ **CLASSIC PLANT-BASED CHICKEN**
- ✦ **FRITO CHILLI OYSTER MUSHROOM**
- ✦ **SATAY SOY PANEER**
- ✦ **TANDOORI PLANT-BASED CHICKEN**

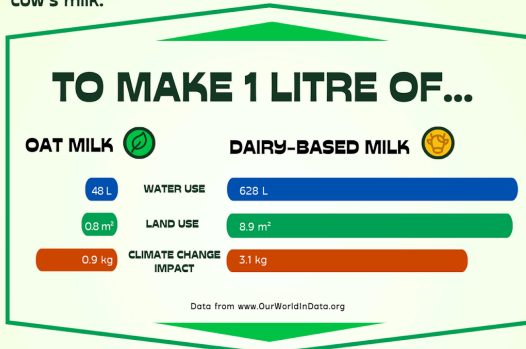


One Churro per meal

Appendix C: In-Restaurant Messaging Card

Why is Oat Milk the default in our coffees?

1. It tastes fantastic.
2. It uses a fraction of the resources compared to cow's milk.



3. We believe in promoting what is right. We want to make it easier for people to consume what is better for them and for our planet. So, unlike our competitors who place an added cost for oat milk, we have reversed the equation to make oat milk the easier and cheaper choice.

**No planet Earth = no me, no you, no Gracias Granny.
We're Planet first, always.**

OUR PLANET NEEDS YOU

We have witnessed several environmental problems recently, from record-breaking heat waves to extreme flooding across India, largely caused by climate change. Freshwater shortages, droughts, and severe pollution are some of the other environmental problems humans are currently facing.

You can make a difference.

Surprisingly, our food choices have a tremendous impact on our environment.

- Choosing just one plant-based dish instead of a meat dish reduces our climate change impact equivalent to charging your phone for 2 years!
- Paneer requires 22 times more water to produce than Soy Paneer. Per kilogram, that's equivalent to the water used for over a month of bathing!

90% of our customers are exploring our delicious plant-based options. Try one today. Together, we can make a real difference for our planet!



1

1

1

Bryant 
Research

London, United Kingdom
bryantresearch.co.uk | [LinkedIn](#) | [Blue Sky](#)